The GREAT UPPER SNAKE RIVER VALLEY

The Largest Irrigated District in the World.
The Richest Soil.
The Most Wonderful Water Supply.
The Most Productive Country of the Last Great West.

WHEAT IS KING

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JUST A FEW HOURS FROM BUSINESS. Typical Scenes on the Upper Snake. The Lower Right-hand Insert Is Heise Hot Springs.

BECKER'S BEST

A clean cut beverage for clean cut men. The ideal refreshment to serve when old friends drop in to spend the evening.

A true health food beverage.

Write for price list—order from

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OGDEN UTAH

REXBURG STATE BANK

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of THE ST. ANTHONY BANK & TRUST CO. were among the pioneers of Fremont County, and know as well as appreciate the banking needs of the people.

They respectfully solicit your BANKING BUSINESS, promising in return therefor absolute safety of the funds entrusted to their care, and the extension of every accommodation that a safe, careful and conservative bank should extend.

We pay 5 per cent interest, compounded semi-annually, on SAVINGS DEPOSITS.

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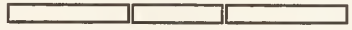

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Stringless Beans

Peas—Midget Brand .....1st Size
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"Quality First"

ALWAYS THE BEST

35,000 BARRELS

RED DEVIL Portland Cement

Were Used in the Construction of the

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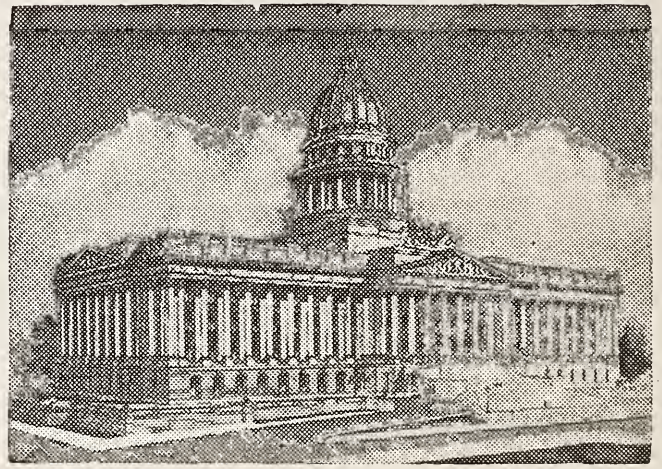

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"Concrete for Permanence"

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ACCEPT OUR INVITATION

As We Invite You to Come to the Best Town in the Best County in the Best State of the Union, IDAHO, the Gem State

We invite you to come and see our most beautiful valley, a valley 85 miles by 130 miles in extent; think of the size, with thousands of acres, many thousands, for many honest men to come and make their homes and to such there are bountiful opportunities and those we want to come and settle among us. We have a fine climate with four distinct seasons; we have lots of water and we are at the head of the procession, averaging more than our share in putting IDAHO in the lead of all states in agriculture production, which for ten years' average, according to statistics of the Secretary of Agriculture at Washington, D. C., (see table below) puts us in the lead of all the states per acre, including the dry farm and irrigated areas. The values of our lands, for unirrigated, runs from $20.00 to $50.00 per acre, according to the location and improvements, and the lands with water rights from $40.00 for the less desirable to $125.00 for the best of it. Some of the higher priced lands renting for sugar beet raising purposes for as high as $15.00 per acre; these are lands in the highest state of cultivation and it would do the Central States farmers, as well as those around us in the Western States, good to come here and make comparisons between your own home country and our section. If you are looking for results or production, we have it here and you can not beat it anywhere you would like to go.

We are not making this talk for ourselves; it is our land owners and the farmers directly who will derive the benefit of your coming and settling among us; later on, after you have established yourselves, one of the banks in this community will probably have the opportunity to do some business with you, and we hope it will be us, but that is not so material to us; the thing is, come and look us over. WE INVITE YOU.

Average Yield per Acre for the years 1900-1-2-3-4-5-6-7-8-9, According to the Report of the Secretary of Agriculture at Washington, D. C.

STATE.	Corn bu.	Wheat bu.	Oats bu.	Rye bu.	Barley bu.	Potatoes bu.	Hay tons	Grand Total	Rank
Idaho	29.5	24.3	41.7	20.8	39.8	148.2	2.85	307.15	1
Montana	23.2	20.4	43.3	23.7	36.2	150.0	1.80	304.60	2
Utah	26.9	24.5	40.3	17.6	38.4	144.0	2.90	294.60	3
Washington	23.8	23.3	46.3	19.2	38.0	134.5	2.28	287.38	4
Wyoming	28.0	24.9	35.9	21.0	30.1	144.3	2.08	286.28	5
Colorado	21.3	25.1	35.3	18.3	33.8	130.0	2.35	266.15	6
California	31.4	12.6	31.2	12.8	24.5	132.4	2.83	239.73	7
Oregon	25.8	19.6	30.0	15.7	32.2	109.2	2.11	234.61	8
Wisconsin	33.2	16.6	33.3	17.0	28.6	90.5	1.39	220.59	9
Ohio	35.6	14.9	33.2	17.1	27.3	84.0	1.38	213.48	10
Illinois	34.5	15.6	31.2	17.6	27.8	81.6	1.35	212.65	11
Minnesota	29.4	13.0	31.7	19.1	25.6	87.9	1.66	208.36	12
Iowa	32.3	15.1	29.4	18.0	25.6	82.3	1.55	204.25	13
United States	25.8	14.1	29.5	16.0	25.7	91.5	1.44	204.04	14
North Dakota	23.5	12.7	29.9	16.4	23.0	94.0	1.39	200.89	15
Indiana	34.7	14.2	29.0	15.2	25.4	79.2	1.36	199 06	16
South Dakota	27.4	12.6	31.6	17.3	25 3	82.7	1.39	198.29	17
Nebraska	27.4	17.5	26.4	16.8	24.0	82.9	1.55	196.55	18
Missouri	28.6	14.0	23.4	14.8	21.9	81.3	1.98	185.28	19
Oklahoma	24.2	12 8	29.4	14 0	26 2	75.7	1.30	183.60	20
Kansas	22.4	14 2	24 4	14.2	19.8	75.8	1.41	171.81	21

Idaho leads by per cents as follows: Ill., 44.44; Iowa, 50.53; Nebr., 56.29; Mo., 65.77; Kan., 78.77.

THE COMMERCIAL NATIONAL BANK OF ST. ANTHONY, IDAHO

J. E. COSGRIFF, Pres. JOHN D. C. KRUGER, Cash.

Who ever heard of anything BUT a satisfied customer with

"Queen's Taste"

"QUEEN'S TASTE" Macaroni, Spaghetti, Vermicelli and other "QUEEN'S TASTE" products always please. The more the people use them, the higher becomes their appreciation and regard for the "QUEEN'S TASTE" goods, for they are cheaper than most any other food product, in fact, if used, they cheapen the cost of living.

Western Macaroni Co.

A. Ferro, Manager SALT LAKE CITY

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Watson Drug Co.

THE ST. ANTHONY DRUGGISTS

St. Anthony, Idaho

Rexburg Drug Co.

The Rexall Store

PRESCRIPTIONS OUR SPECIALTY. PURE DRUGS AND CHEMICALS. PROMPT SERVICE.

Mail Orders Receive Prompt Attention.

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Court House Cafe

MEALS AT ALL HOURS.

The Place to Get a Good

SQUARE MEAL

ALL KINDS OF PASTRY. FIRST-CLASS SERVICE. HOME OF GOOD COFFEE.

FRED D. SHIRLEY and J. G. BROWN, Props.

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WALL PAPER, PAINTS, GLASS, HOUSE AND SIGN PAINTING, PAPER HANGING KALSOMINING.

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Repairs and Livery Phone 32

Insist on taking home a box of

Farr's Assorted
Milk Chocolates

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IDAHO FALLS, IDAHO
Wholesale Candy Jobbers and Manufacturers of Pure Candies

Idaho Welding Shop
W. H. SHEEHAN, Proprietor
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Broken Auto Frames Welded, Cylinders Decarbonized. Broken Castings of All Kinds Repaired, Aluminum, Cast Iron, Steel, Brass, Bronze. Stove Water Backs, Auto Water Jackets, Auto Frames, Cutting All Kinds of Steel Bars.

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Wagons, Vehicles
Harness, Stoves
and Ranges. A full
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Licensed Embalmer

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Modern and Complete Equipment

Drs. Walker and Crismon

Fire Life

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Accident Health

Quality, Style and Durability

Are Found in Our Merchandise.

SERVICE to all is our motto. Rexburg's Exclusive Toggery for Large and Small.

J. L. Ballif Sons

REXBURG, IDAHO.

Phone 53-2. Red Front.

WHITE STAR LAUNDRY

Idaho Falls, Idaho

BEST BY TEST

M. E. Toliver, Prop.

We have made the Laundry business what it is in the Snake River Valley. We also do the best French Dry Cleaning.

REXBURG HOTEL

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J. C. Lang, Proprietor

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UNDER SAME MANAGEMENT

A GOOD PLACE TO EAT

Utah's Best Coal

"Hiawatha"
"King"
"Black Hawk"
"Panther"

Ask Your Dealer

Utah Coal Sales Agency

Pocatello, Idaho Salt Lake City, Utah

Banking Business

You have more or less of it. Possibly it is with us. Such being the case you know something of our service.

But if not a patron wouldn't it be well for you to become one?

OUR SAVINGS DEPARTMENT

is calculated to serve all classes—the old and the young, the poor and the rich. It receives deposits from $1.00 up, and allows Five Per Cent interest, compounded quarterly.

"MAKE OUR BANK YOUR BANK."

Fremont County Bank

Sugar City, Idaho.

Sugar City Mercantile Co.

The Store of Quality

General Merchants

If there is anything you need to Eat or Wear WE HAVE IT.

We Handle Your Produce at the Highest Market Price.

Sugar City, Idaho

J. F. HOBART J. D. BROWN

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HARDWARE AND IMPLEMENTS.

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P. & O. Plows, Drags and Disc Harrows, Kentucky Drills, Columbus Wagons, De Laval Cream Separators, Champion Binders and Mowers, the famous "Lasafco" Harness and Saddles.

A First-class Harness Shop in connection with our store.

ASHTON - - - - IDAHO.

Manning-Cleveland Co.

GENERAL HARDWARE, STOVES AND RANGES, SPORTING GOODS AND TOURIST SUPPLIES.

Agents for the Rumely, Advance and Garr-Scott Threshing Machinery and the Sharples Cream Separator and Mechanical Milker.

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Ashton, Idaho

THE ONLY PLACE IN ASHTON WHERE YOU CAN GET EVERYTHING TO EAT AND WEAR. TOURIST SUPPLIES A SPECIALTY.

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Security State Bank

The Bank of Confidential Service.
Capital and Surplus, $32,000.00.

Ashton, Idaho.

A GOOD BANK IN A GOOD TOWN.

Remember us when you have money and we will help you when you need money.

Farmers' Implement Company

MADE EFFICIENT AND STRONG BY ITS OWNERS AND PATRONS—THE FARMERS. CASH TRADE, LOW PRICES AND SHORT CREDIT THE KEY TO ITS SUCCESS.

The W. O. KAY Elevator Company

Grain and Feed

Headquarters for the Famous

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REXBURG AND SUGAR CITY

INTER-MOUNTAIN MILLING CO.

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Buyers and Shippers
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ANDERSON PHOTO CO.

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Concrete Wor
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All Classes of Plain or Reinforced Concrete.

Bridges, Culverts, Head Gates, Etc., Designed and Constructed.

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TANNER and CRAGA

IDAHO FALLS, - - IDAHO.

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IDAHO FALLS, - - IDAHO.

M-Y Produce Co.

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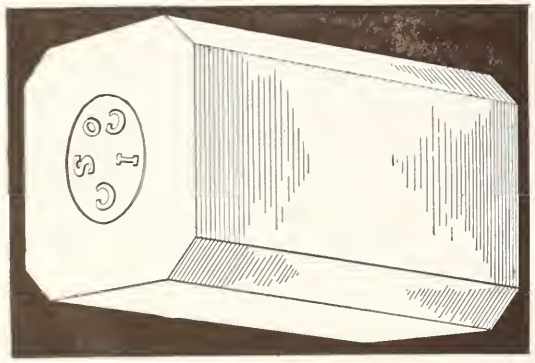
Pocatello Idaho

SULPHURIZED ROCK SALT



The only perfect stock salt. The proof is in the use.

For Sale by the

Snake River Valley Merchants

The HEISE HOT SPRINGS

R. C. HEISE, Prop.

LOCATED AT THE FOOT OF THE MOUNTAINS ON THE SOUTH FORK OF SNAKE RIVER, ONLY THREE HOURS' DRIVE FROM REXBURG.

Hot Springs—The waters are the best cure for rheumatism in America. Fine plunge baths.

Synoptic—Large and small game in immediate vicinity. Good hotel accommodations. Excellent trout fishing. Beautiful park. Close to heavy timber. Good boating.

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Our Dray, Express and Storage Man.

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Post Office Box 55 REXBURG, IDAHO

Hartman Pharmacy

Prescriptions Our Specialty
Pure Drugs and Chemicals
ICE CREAM

MAIL IN YOUR ORDERS — PROMPTLY FILLED

The

Golden Rule Store

J. C. Penney Company, Inc.

Dry Goods, Clothing
Shoes. -:- -:- -:-
Always Has It For Less
85 BUSY STORES

WATCHES CLOCKS

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Special Order Work

JEWELRY Fountain Pens

WE solicit correspondence with parties who desire knowledge as to the possibilities of this country, and shall be pleased to meet those who come to make personal investigation. ¶ We transact a general banking business, and negotiate loans on improved farms.

Capital and Surplus, $90,000.00

FIRST NATIONAL BANK OF REXBURG

H. FLAMM CO.

DEPARTMENT STORE

¶ Can supply your wants from the cradle to the grave.

Quality first-class; prices in keeping with quality.

100c value guaranteed for each $

Foreword

THIS booklet is for the information of those who are looking forward to establishing a home in a district affording the best conditions for the enjoyment of life. They include a healthful climate, free from extremes of heat and cold, pleasant surroundings, congenial neighbors and, perhaps most important of all, an occupation at once profitable and agreeable.

This publication is issued by The Commercial Club of the City of Rexburg, having nothing to sell, but desiring to place before prospective investors and settlers some of the more important features that have contributed to bring the Great Upper Snake River Valley into fame and commercial importance.

You will find in these pages nothing but reliable and trustworthy facts. The figures quoted are as near accurate as it is possible to get them, and readers may rely on our statements.

It would be impossible in this little brochure to cover in detail all the many advantages that the Great Upper Snake River Valley has to offer, and any further information desired will be cheerfully given on application to The Rexburg Commercial Club.

J. P. BOWERS, President.
GEO. V. HARRIS, Secretary.

SOME IRRIGATED WHEAT FIELDS ON THE UPPER SNAKE RIVER.

The Great Upper Snake River Valley

FROM roaming buffalo and Indian hunters to ranching, and from ranching to the most productive agricultural valley in the entire west is a far cry, yet this unique accomplishment has been made in the Upper Snake River Valley in the last thirty-five years.

As the Indian's paradise for hunting buffalo gave way to the rancher, who for years clung tenaciously to the rich, grassy plains as his natural heritage, so did the rancher give way before the influx of farmers, who in 1882 first began to settle the valley by filing on the free homesteads or buying land, which resulted in the unbroken, grassy plains being developed into a district of happy, contented and prosperous farmers, with acres of cultivated land, splendid buildings, schools and telephones, and the numerous conveniences which make farm life almost as luxurious as that of the city. Many a man has to thank the fertile land of the Upper Snake River Valley for bringing him from a state of discouragement to one of encouragement, comfort and a good bank account.

Today from your car window you view the valley, covered from river to bench land and mountain with its network of railroads, irrigating canals, orchards and fields, factories, churches and schools, cities, villages and comfortable farm homes, peopled with true representative types of the sturdy, progressive westerner.

Now the happy "dry farmer" of the far outlying prairie foothills, homeward bound in the evening time, alone hears the coward coyote cry its melancholy protest against advancing prosperity and civilization, even as the pioneer of the middle western plains heard and heeded not its mournful wail in the earlier stages of western development.

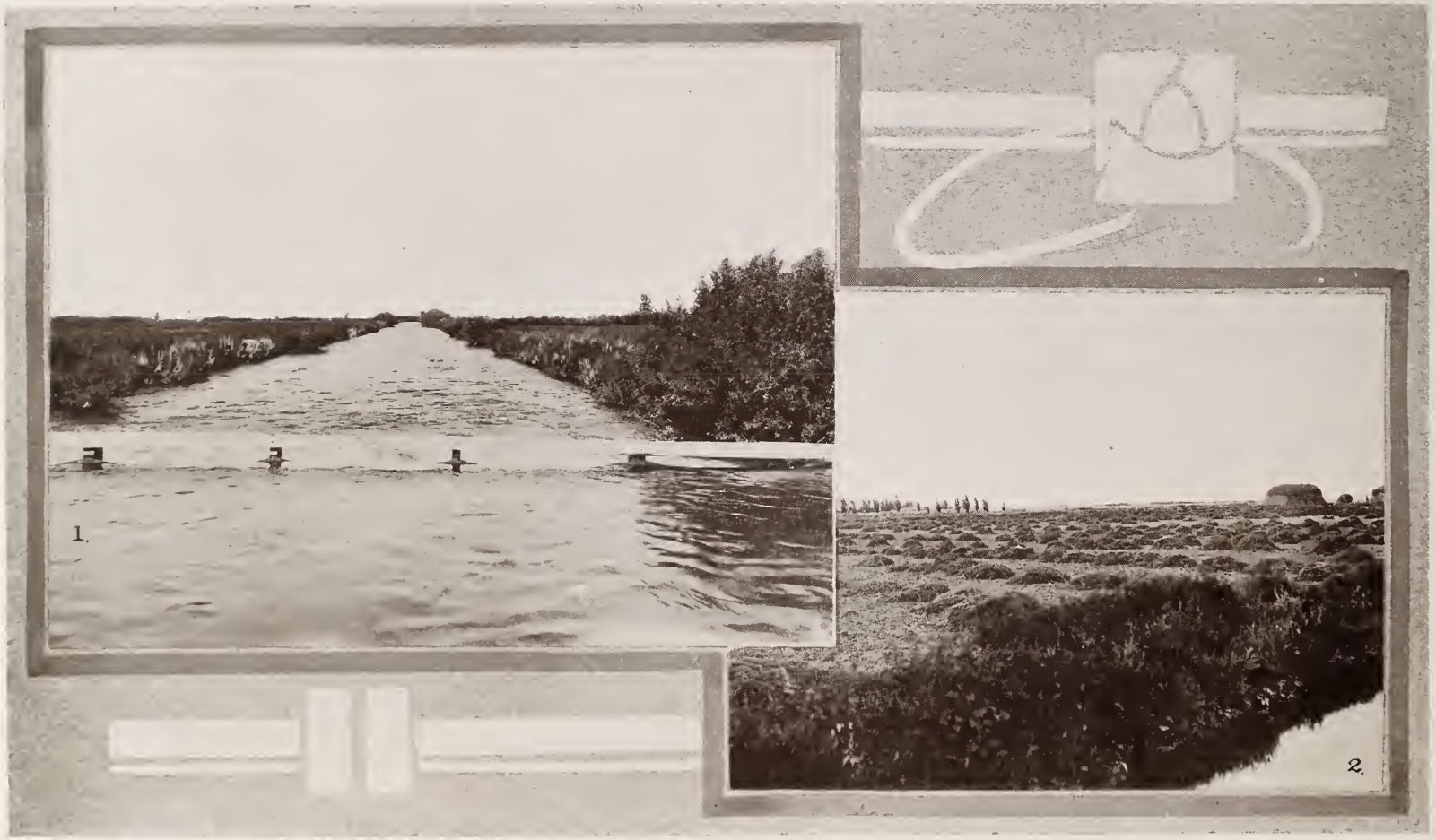
Here is to be seen the actual fulfillment of the day dream of the early pioneer.

Such is the history in brief of the valley and its settlers.

The valley is approximately 100 miles long by 50 miles wide. The Yellowstone branch proper traverses practically the center of the valley.

With the elevators, granaries and warehouses groaning with the weight of the harvest, "How to move the crop" has been a vexing question to the farmers and transportation companies.

The O. S. L. Railroad has solved the problem by building the "loop line," which is now in final process of completion.



AN IRRIGATING DITCH AND UPPER SNAKE RIVER VALLEY ALFALFA FIELD.

This line leaves the main branch about 15 miles south of Rexburg, passing through the western portion of the valley, across the famous Egin bench, crossing back over at St. Anthony and following well toward the eastern line of the valley as it returns to the main branch on the Lincoln sugar factory spur, about 25 miles down the valley.

This will greatly facilitate shipping for farmers and ranchers in this portion of the valley, giving practically three parallel lines.

Location

THE Upper Snake River Valley, comprising the counties of Madison and Fremont, of which this booklet speaks in particular, is located in Southeastern Idaho, within a few hours' travel by automobile on the Pocatello-Idaho Falls-Yellowstone section of the Lincoln Highway, and on the Yellowstone branch of the Oregon Short Line Railroad.

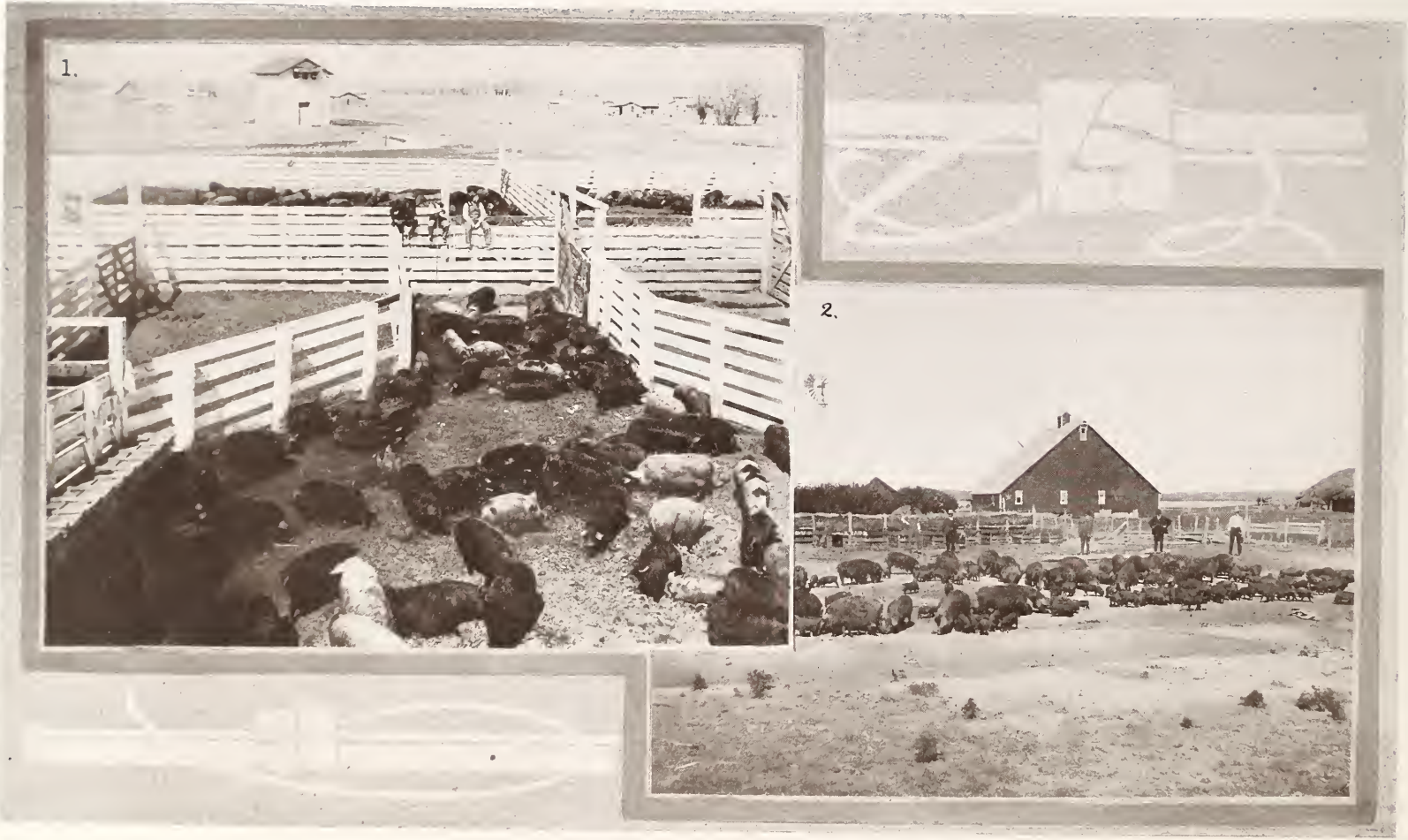
Every traveler to the Yellowstone National Park, the Wonderland of America, must pass through this beautiful and prosperous valley.

"THE BIGGEST REVENUE-CREATING PIECE OF TRACKAGE ON THE HARRIMAN SYSTEM" is the designation given by former President Bancroft of the Short Line system to the Yellowstone branch of the O. S. L., which serves this vast area of land.

Another railroad improvement is contemplated by the Chicago & Northwestern from Lander, Wyoming, through Wind River Valley, with water grade at south line of the Yellowstone Park. This will pass through the heart of the valley and these new lines, together with the stimulus given to western commerce through the opening of the Panama Canal, will give a competing market and an impetus to eastern trade.

Idaho Falls-Yellowstone Highway and Road System

THE Idaho Falls - Yellowstone section of the Idaho State Wagon Road and Automobile Highway connects at Idaho Falls with the state highway from Montana, and is a continuation of the direct automobile highway to the National Park connecting at Pocatello, Idaho, with the Northwestern branch of the Lincoln Highway in Wyoming, the Salt



1—Ready for Market. 2—A Side Line on an Upper Snake River Farm.

Lake-California route and the route from Spokane, Seattle and Portland from the northwest, all lines converging into the Idaho Falls-Yellowstone route to the National Park.

This section follows the main line of the O. S. L. Yellowstone branch through the heart of the irrigated section of the valley from Idaho Falls north, crossing the railroad at the junction of Warm River and the north fork of Snake River, north of Ashton, passing within a mile of the famous Upper Falls of the north fork, and proceeding to the entrance of Yellowstone Park by the most natural and direct route, touching all the well-known scenic points, the fishing, camping and hunting grounds and outing resorts of the Island Park country.

There are fully-equipped garages, machine shops and supply stations in each of the principal towns for the accommodation and convenience of automobile tourists.

From this main highway, through the efforts of the Upper Snake River Valley Good Roads Association, a perfect system of well-constructed gravel-capped roads is being built in each county. This brings each community into the most direct possible touch with the other and with its nearest railroad point. The most desirable road-making material is near at hand, rendering road construction in the upper valley of the very best and yet the cheapest.

Natural Advantages

THE climate and natural environment are superior. The range of the majestic Tetons to the east and south protect the district from devastating storms that levy heavy tribute against crops, property and human life in less favored districts. There are, therefore, no devastating risks, and crop failures are unknown. The last assertion is easily understood when one takes into consideration the unusual richness and fertility of the soil. Water flows from the mountains, carrying and depositing the richest silt and loam, which, mixed with the wealthy volcanic ashes of millions of years back, produces a soil susceptible to luxurious growth, and which yields in a prodigal way. No trace of alkali exists in the constitution of the soil, a fact that will be welcomed by many a farmer who knows what alkali can do to land. In character the soil is fine, light, easily worked, retentive of moisture and richly endowed with all the elements of plant life.

The crops are not of a half-hearted character nor spasmodic, nor will they be short lived. The wide range in the variety of products is quite as remarkable as the yield, and argues strongly for a well-balanced rotation and diversified farming. That means a permanently profitable agriculture.

THE POTATO INDUSTRY. 3—A Field in Blossom. 2—Digging the Spuds. 1—Marketing the Crop. "There Has Never Been a Potato Bug in Idaho."

The Biggest and Best Irrigated District in the World

The valley is watered by the majestic Snake River, the seventh largest river in the United States, the Teton and Fall Rivers and the Birch, Canyon, Connant, Squirrel, Bitch and Badger Creeks, the Dry Bed and other streams. No farming community in the world is better supplied with water, and irrigation in the Upper Snake River Valley has reached the stage of perfection. Shortage of water is unknown, for the simple reason that WE GET IT FIRST and have more than we can use. There are more than seventy-five canals OWNED BY THE FARMERS WHO BUILT THEM, and for this reason the cost of irrigation has been reduced to a minimum. THE WATER RIGHTS ARE THE OLDEST AND CHEAPEST TO BE FOUND IN THE WEST.

In instances where the canals were formerly owned by water-selling corporations they have been purchased by the farmers, and the lands covered by the water systems organized into what are termed Irrigation Districts, the lands being bonded to cover the purchase price of the canal system, the farmers paying an annual maintenance fee to cover the cost of operation, as in the case of the ordinary water associations or corporations. Each company employs a water master or ditch rider, who measures the water out to each consumer, according to the amount of land and stock owned by the user in the association, corporation or district. Water rights are fixed and have been established by decree of the state courts. New water rights are taken out by application to the state engineer, so that no conflict will arise over priorities.

Agricultural and Horticultural Products

THE Idaho spud is now famous.

It commands the highest price of the epicure.

The Upper Snake River Valley is admitted by experts to be the best adapted to the raising of the tuber. This section of Idaho has also been selected by the growers of seed garden peas as possessing the most desirable climatic and soil conditions for the raising of this product in large quantities, and the business has grown from an experiment four years ago to one of the largest industries operating in the valley. IN 1913 MORE THAN ONE HALF THE SEED PEAS IN THE

THE SUGAR FACTORY AND TYPICAL FIELDS AT SUGAR CITY.

ENTIRE UNITED STATES CAME FROM THE UPPER SNAKE RIVER VALLEY. The seed is planted in the field with a seeder, harvested and threshed in the same manner as grain, and the product is contracted at the beginning of the season at a stipulated price per hundred weight.

WHEAT, OATS, BARLEY, PEAS, POTATOES, SUGAR BEETS, ALFALFA, CLOVER and TIMOTHY HAY, APPLES, PRUNES, SMALL FRUITS and VEGETABLES are among the principal farm products grown. In the last two years great success has been met in the growing of especially adapted seeds of the field pea, alfalfa and millet on the dry farm land, which assures abundant forage for stock to the dry farmer and permits of a rotation of crops with wheat, oats and barley.

Classification of Farm Products, Year 1914

Product	Avg. Yield	Avg. Price
Irrigated Wheat	45 to 60 bu.	$1.60 per cwt.
Dry Farm Wheat	25 to 45 bu.	1.70 per cwt.
Irrigated Oats	70 to 125 bu.	1.00 per cwt.
Dry Farm Oats	45 to 60 bu.	1.00 per cwt.
Peas	1800 to 4000 lbs.	2.00 to $3.00 per cwt.
Potatoes	400 to 600 bu.	.50 to .75 per cwt.

Product	Avg. Yield	Avg Price
Sugar Beets	16 to 30 tons	$5.00 per ton.
Alfalfa Hay	3.5 to 6 tons (2 to 3 crops)	5.00 per ton in stack
Clover and Timothy Hay	3 to 5 tons (2 crops)	7.00 per ton in stack
Barley	35 to 50 bu.	1.00 per cwt.
Clover and Timothy Seed	400 pounds	.13 to .15 per lb.

Beet Sugar Industry

ONE of the greatest factors in the upbuilding of the Upper Snake River Valley has been the construction of sugar factories and the raising of sugar beets. One large factory of the Utah-Idaho Sugar Company is located at Sugar City, in Madison County, with an auxiliary beet slicer and chopper on Egin bench, in Fremont County, which discharges its beet juice product to the Sugar City factory by means of a pipe line. The product is contracted, as in the case of peas, thus doing away with the uncertainty of market conditions so far as the producer is concerned. This section now has more than 7000 acres in sugar beets.

A SNAKE RIVER VALLEY CATTLE RANCH AND SOME OF THE PRIZE WINNERS.

Livestock

ALMOST important and growing industry of the valley is the breeding, raising and feeding of livestock in conjunction with agricultural operations carried on, and with good range, climate and prices, stockmen have become wealthy. Great bodies of state lands lying in the foothills bordering the valley and the mountains furnish ideal grazing ground for sheep, cattle and horses and are leased at a yearly rental to grazing associations of farmers and stockmen by the State Land Department. Thousands of acres of grazing land are held for rental in the National Forests as well, which are leased in the same manner. The problem of the western stock raiser in this respect has been solved, for each stockman knows just how much land he may depend upon for his summer range. Great numbers of horses, cattle, hogs and sheep are ranged on these lands and fed in the valley in the winter months upon a mixed ration of hay, grain and beet pulp, the latter a product of the sugar factories.

Of late years the hog industry has grown to unusually large proportions. The stubble fields and waste products of the farm are now fed the porker, and today the Poland China and Duroc Jersey leave the valley for the packing houses by the trainload.

Blooded stock in each line is being introduced in larger numbers each year. The pea-fed hog produces the highest priced hams and bacon in the world. The live-stock industry has more than kept pace with the wonderful agricultural development of the valley.

Climatic Conditions

SNOW rarely falls in the valley section until December, and generally remains on the ground until along in March. The snow in the mountains, which is the source of the irrigation water, comes much earlier, and in relative degree on the bench (or prairie, non-irrigated farm lands), where it stays longer in the spring, covering and protecting the fall grain from the elements and furnishing ample moisture for the maturing of crops without the artificial application of water. The climate is healthful, extremes of heat and cold being unknown. The rarified atmosphere makes a difference of approximately 15 degrees as against the greater humidity of the eastern states.

The Sheep Industry is by no Means the Least Important. Insert No. 1 is a Cut of the Omaha Commereial Club on a Consignment of Wool Ready for Shipment at Rexburg.

Electric Power, Telephone and Rural Mail Facilities

ELECTRIC power and lights, hydraulically developed from the Snake River and its tributaries, is supplied in all the towns and principal rural communities in the valley by the Utah Power & Light Company, whose divisional headquarters are at Rexburg. This corporation, in conjunction with its many other hydraulic electric power plants in the western states, operates a plant on the Snake River at the lower end of the valley and two auxiliary plants in Fremont County, with power lines extending all through the valley.

Another large auxiliary plant is being constructed on the north fork of Snake River at the Upper Falls, for the purpose of developing and transmitting power to the Madison River plant near Yellowstone Park for consumption in the State of Montana. Rates are as low as compatible with good service, and special rates are made, under the orders of a State Public Utilities Commission, to large consumers.

A splendid telephone service connects every rural community, city and village by means of the intricate plant and system of the Mountain States Telephone & Telegraph Company.

The company is this season expending $35,000 in improvements. All rural districts are well supplied and it is possible for every farmer in the valley to have the telephone in his home. The Rexburg exchange now has 500 subscribers; Sugar City, 150; St. Anthony, 400, and Ashton, 200.

Rural mail service brings the world to the farmer's door daily at all seasons of the year.

Land Values

When considering the productiveness of the soil and the many advantages of the valley, farm lands are cheap. They range in price from $25.00 to $30.00 per acre for outlying non-irrigated farms to $60.00 and $150.00 per acre for the choice, advantageously located, irrigated lands lying close to the larger towns. Nine-tenths of the lands are held in tracts of 160 acres each. In the past few years, however, with the advanced methods in farming and the influx of population, more intense cultiva-

1—Rexburg Hospital. 2—Rexburg Mill. 3—A Partial View of Main Street, Rexburg. 4—A Rexburg Business Block. 5—Overflow at Rexburg Mill. 6—Another View of Main Street.

tion is being practiced, and the holdings are being subdivided into smaller tracts, resulting in a better and larger production as well as increased population.

Lands can be bought at prices which will pay an interest on the investment from time of purchase and more than double in value within three or four years.

All are dividend payers for the practical farmer.

Government land, subject to homestead and desert entry, can still be found, but it is rapidly decreasing. There are choice tracts of state and school land in the market from time to time, but, bear in mind, THERE IS BUT ONE CROP OF LAND—Uncle Sam has no reserve supply. Cheap lands are rapidly becoming converted into high-priced farms. It behooves the landless man to be on the alert.

The large farming communities have naturally tended to group themselves around convenient supply and distributing centers, and the result has been the building up of rapidly-growing cities at short intervals throughout the valley, the principal points being REXBURG, Sugar City, St. Anthony and Ashton.

The City of Rexburg

REXBURG is the County Seat of Madison County and about the center of this wonderful fertile valley of the Upper Snake River.

The County, which was formerly a part of Fremont, was created in 1913 by a vote of the people under an enabling act of the Idaho Legislature. It covers an area of 460,000 acres and is one of the richest and most prosperous in the state. Approximately 200,000 acres are now under cultivation, about one-half of which is irrigated land and the other half prairie or non-irrigated farming land.

With a population of about 3000, Rexburg stands as the metropolis of the upper country, and with its progressive spirit it is destined for a "boomless" growth, which will eventually end in placing the city and county at the top of the cities and counties of Idaho.

Upon stepping from the train at Rexburg one is at once impressed with the beauty of the city, its wide and well-kept streets, electric lighted with the cluster lamp street lighting system, and the substantial quality of its buildings.

Rexburg is the business and supply center for 12,000 to 15,000 people, and this vast farming district is rapidly increasing in population. Its commercial activities are, therefore, varied and extensive. All the principal lines of business are represented by progressive and enterprising firms. The stocks car-

TWO OF REXBURG'S ELEVATORS AND THE NEW PASSENGER DEPOT.

ried by Rexburg's business men offer the fullest facilities for supplying the varied needs of the rapidly developing tributary districts. Excellent banking facilities are offered by the Rexburg State Bank and the First National Bank, and the prosperity of the district is evidenced by the deposits, which were $622,881.35 on March 4th, 1914. A charter has just been issued to the Farmers & Merchants Bank, which will be in operation before this booklet is in circulation.

All the business blocks are going up in brick, stone or concrete and with all modern conveniences that would do credit to a city many times the size of Rexburg.

Rexburg's greatness is assured and the citizens have firm confidence in its future prosperity and industrial and social progress. Rexburg now has:

Gravel macadam streets.

Ten miles of cement sidewalks.

Excellent water system, MUNICIPALLY OWNED.

Many fine church edifices, including L. D. S., Catholic, Presbyterian and others. The L. D. S. Stake Tabernacle here is reputed to be the finest in the state.

Excellent school system, including splendid public school buildings, with an attendance of 700 *pupils, and the magnificent Ricks Academy, erected at a cost of* $55,000 *and which has an attendance of about* 400 *pupils.*

Two large flouring mills.

Three immense grain elevators.

Five department stores.

Three large implement houses.

Four theaters.

Two newspapers.

Four hotels.

Two large lumber yards.

Two garages.

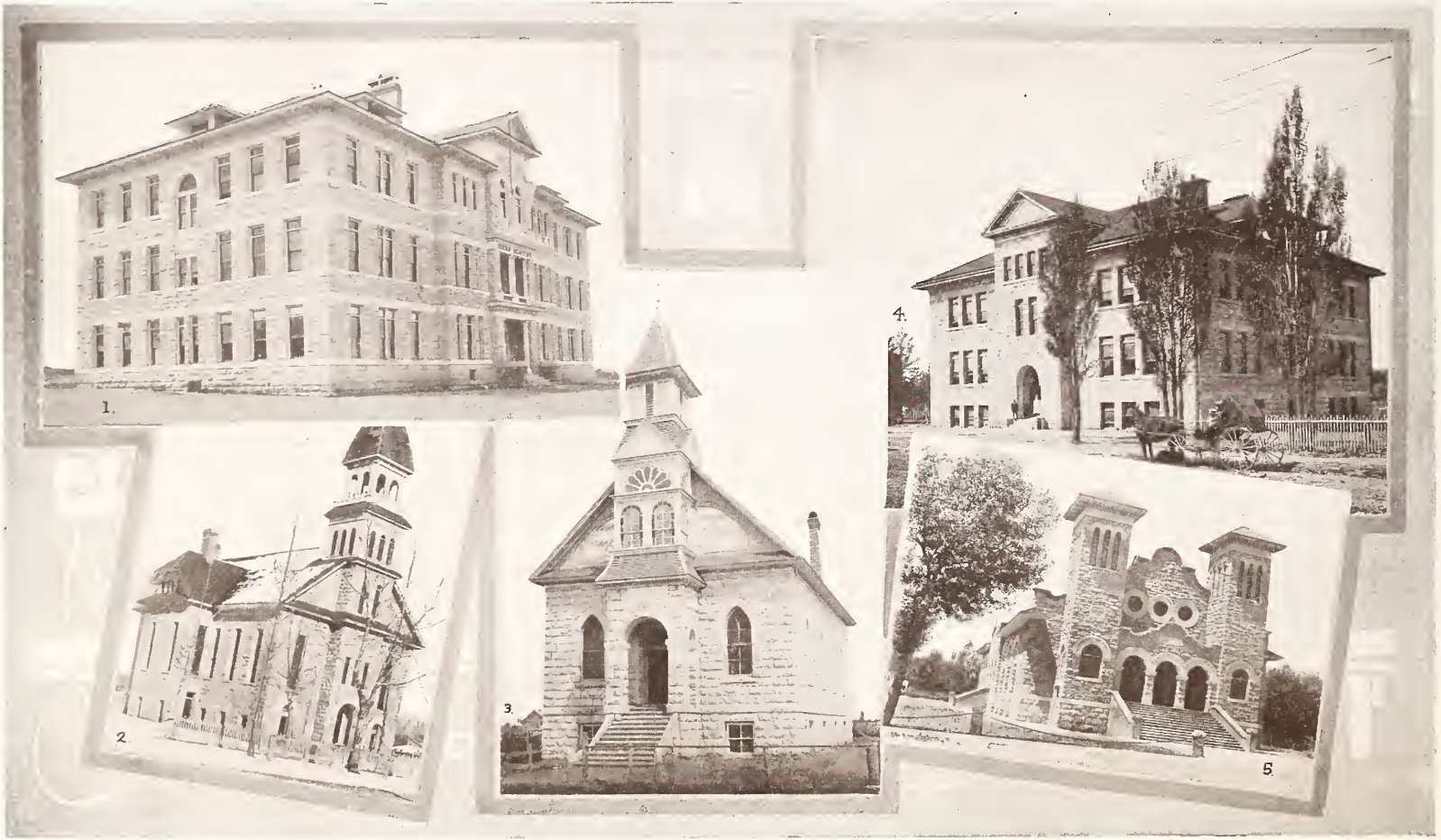
Three banks.

Division headquarters of the Utah Power & Light Co.

Live branches of the I. O. O. F. and W. O. W. Lodges, the latter occupying their own building, erected at a cost of $40,000.

Live Commercial Club with nicely furnished quarters.

No community can thrive to the best advantage on industrial and commercial development alone, and Rexburg with



SOME OF REXBURG'S SCHOOLS AND CHURCHES AND THE FAMOUS RICKS ACADEMY.

its prosperity in every direction has not been unmindful of the educational and social welfare of its people. The commodious public schools and the Ricks Academy, with their excellent staffs of teachers, should appeal to any one as showing that Rexburg possesses the foremost educational advantages. Every school child is given an opportunity to attend school from eight to nine months each year, and graduates from the academy are entitled to admission, without further examination, to the higher educational institutions of the Union.

A glimpse of the style of residences and some of Rexburg's churches will give a fair idea of its social and religious environment.

It is perhaps unnecessary to lay much stress on the social advantages possessed by the Rexburg district. The natural beauties, recreative advantages and lucrative industries have attracted a very desirable class of immigrants to settle in and around Rexburg, who, in their turn, have added to and developed the social life of the district. The excellent class of people from which the settlers are drawn, the periods of comparative leisure which characterize the farming communities, the free western spirit which here finds full expression, are all factors in producing a community in which the newcomer, wherever he comes from or whatever his tastes or temperament, should find congenial society.

Recreation

BY no means least among the assets of the Rexburg district is its close proximity to the finest fishing, hunting and sightseeing that the world affords. The district possesses a very considerable mileage of good roads which enable the motorist or horseman to obtain access to every part of the country. The district is well supplied with game, grouse, prairie chicken, duck, geese, partridge, etc. In the less settled country, a day's journey from the city, may be found many varieties of the large game in great quantities—deer, elk, caribou, mountain sheep, bear, mountain lion, etc.

Ten miles distant are the famous Heise Hot Springs, the Carlsbad of America, on the south fork of the Snake River. Here are large, commodious baths, a modern hotel and excellent boating and fishing.

The scenic beauty of this resort as well as the virtue of its waters draws many visitors each year.

Other recreations possible are those offered by the various athletic and other similar organizations, such as baseball, football, tennis, automobile and rifle clubs, etc.

SOME OF REXBURG'S RESIDENCES.
No. 3 Is a New Apartment Block.

Fremont County Fair

AIMING their ambitions high in their endeavor to elevate the agricultural and stock-raising industries in their part of the country, the Fremont County Fair is now one of the chief factors in the growth of the country. The grounds occupy a fine site of thirty-two acres in the northwest part of the City of Rexburg and the grandstand, exhibition hall and racetrack are among the best in the intermountain country.

Commercial Activity

INDICATIONS are that 1915 will be a banner year for Rexburg's building activity. Several new business blocks and residences are contemplated and permits have already been issued for the erection of the academy gymnasium at a cost of $35,000.00 and a new high school costing $40,000.00.

The future of any city cannot be accurately foretold, but the study of the conditions will enable one to arrive at a fair conclusion of what a city will become. Today Rexburg occupies the center of a vast territory comprising five thousand square miles of the most fertile farm lands in the United States, of which but a small per cent is as yet developed. It is attracting the attention of the great banks, wholesalers, manufacturers, business men and investors and that it should outrank any of its sister cities, less fortunately situated, is only a logical conclusion and not a fanciful guess.

The city of Rexburg invites you.

If you are looking for a home we offer you exceptional inducements. If you are looking for a business opening Rexburg offers the following opportunities:

Pea canning factory, alfalfa meal mill, creamery, canning factory, condensed milk plant, cold storage warehouse, potato starch factory, cereal feed mill, commission house.

It goes without saying that what is true of the Upper Snake River Valley as a whole is true of Rexburg in particular. Why not visit us and see for yourself?

SCENES ON THE WOODMANSEE-WEBSTER DRY FARM EAST OF REXBURG.

The Grain Bin of the Rocky Mountains

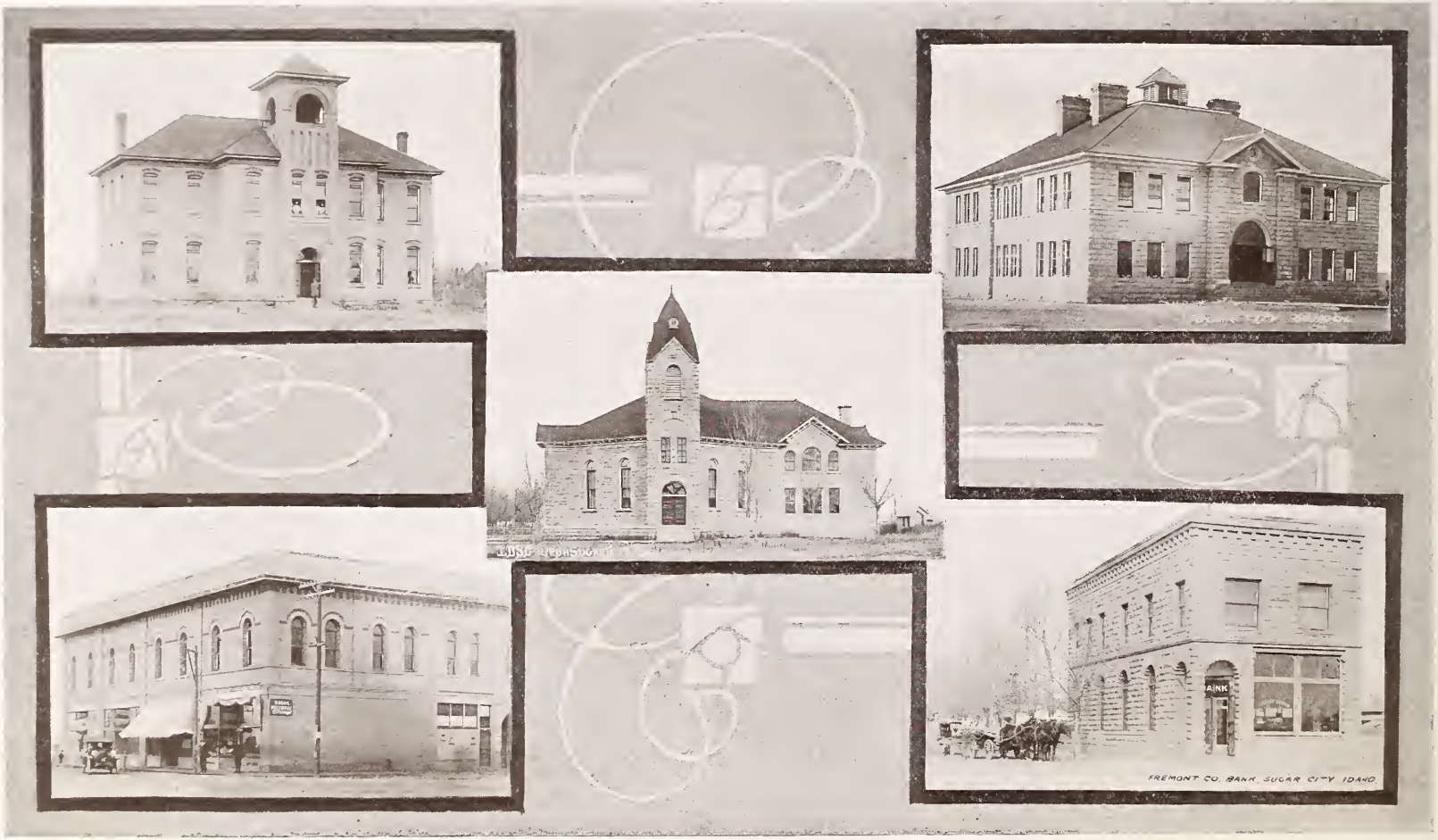
THE Rexburg district is called "The Grain Bin of the Rocky Mountains." The justification of this contention is verified by the statement that from January 1st, 1914, to January 1st, 1915, 679 carloads of grain were shipped from this station.

It is in the Rexburg district that agriculture, either irrigation or "non-irrigation," has reached the highest stage of perfection. With improved machinery it is now possible on the "non-irrigated farms" to produce a 40-bushel-per-acre crop of wheat at a total cost of less than $5.00 per acre, including the delivery of the grain to the railroad station or warehouse.

The accompanying illustration is a "combine" on the Woodmansee-Webster non-irrigated farm, just east of Rexburg. It is called a "combine" because the entire operation of harvesting the standing grain, threshing, recleaning and bagging or delivering the grain into grain tanks on wheels is all "combined" in one process. The engine furnishes the traction power and drives an auxiliary power plant, which operates the harvester and threshing plant. The two outfits harvest, thresh, reclean and deliver into the 70,000-bushel elevator on the farm at the rate of 100 acres per day. On this same farm in 1912, 2,200 acres of "Turkey Red" wheat produced 71,500 bushels, or 32½ bushels per acre; in 1913, 2500 acres produced 98,000 bushels, or a little better than 35 bushels per acre.

A crew of ten men and six wagon drivers and one elevator man is required for the operating force. The total cost of operating amounts to a trifle less than $75.00 per day, which covers cost of fuel, oil, water and incidentals, a total cost of 75 cents per acre, which is less than it costs for binder twine and bags, as practiced by some wheat growers; yet it shows the possible conditions and advantages.

During the harvest season in these better "non-irrigated farming" regions the weather conditions are such that the harvesting may safely be prolonged for several weeks, which is a decided contrast to most wheat growing districts.



SOME OF SUGAR CITY'S PUBLIC BUILDINGS AND BUSINESS BLOCKS.

SUGAR CITY HAS

SUGAR FACTORY

Grinds 90,000 tons sugar beets. Pays farmers $450,000 yearly. Employs 250 factory hands and hundreds of farm hands. Pays $400,000 annually to employes. By-product, beet pulp for stock feeding.

SCHOOLS

Two buildings, costing $40,000. Employs 16 teachers; 520 students enrolled; employs eight school vans to transport students from farming section to and from school. Operating a standard four-year high school, having a fully equipped scientific laboratory, modern sanitary kitchen, sewing rooms and manual training department. Fully equipped with milling machinery.

TWO MODERN GRAIN ELEVATORS

Shipping to foreign markets 325 carloads of grain annually.

ONE FLOUR MILL

A new institution, placing a splendid product on the market. Not able to fill all orders.

LIVESTOCK INDUSTRY

Nearly 4000 head of cattle, 35,000 head of sheep, 2000 hogs fattened and shipped to markets, using the beet pulp, which creates an excellent market for the farmers' products.

PUBLIC IMPROVEMENTS

Plans are under way for a city water system and the laying of cements walks. Good roads have always been our boast.

HOSPITAL

A thoroughly modern and fully equipped hospital, with competent staff of nurses and physicians.

Two Churches - Bank - Two General Merchandise Stores - Hardware and Lumber and Furniture Store - Two Meat Markets - Hotels and Boarding Houses - Livery Stable - Two Blacksmith Shops - Two Barber Shops Motion Picture Show - Jewelry Store - Drug Store.

1250 Car Loads Handled Annually from this Point

1—A St. Anthony Pea Warehouse. 2—Some of the Pea Crop. 3—St. Anthony Mill and Elevator.

St. Anthony

WITH its fertile cultivated lands reaching clear into the open parks of the timbered foothills of the Rockies, bordering upon the Yellowstone National Park on the north and east, in area as large as some of the smaller eastern states, lies Fremont County, joining Madison on the north.

Here the pea industry has rapidly developed until now approximately $1,500,000.00 flows into the pockets of the producers every year from this one crop. Wheat, oats, hay and beets top the market with the largest yields in this land of sunshine and growing weather, the net yearly profits from their production running into the millions of dollars. Conservative estimates give 19,000,000 bushels of grain for 1914, outgoing from St. Anthony, the county seat, valued between $5,000,000.00 and $6,000,000.00.

In Fremont County lies the famous Egin Bench, five to ten miles wide and twenty-five miles long, sub-irrigated by means of its underlying sub-strata of lava, which holds the irrigation water and gradually brings it to the surface, keeping the moisture continuously at the roots of the crops.

St. Anthony has a population of 2,000 people. It is the business center of the county, located at the junction of the Loop Line and the Yellowstone branch. Great bodies of non-irrigated farm and irrigated lands lie at its door and tributary to it. The town is pleasantly located on the north fork of the Snake river. It is headquarters of the pea and grain industry; has modern business section, eight large pea elevators, immense flouring mill and grain elevators, three flourishing banks, $75,000.00 court house, fine school system with splendid high school costing $50,000.00, and common school buildings, packing house, five churches, imposing tabernacle of the L. D. S. church, two theatres and two weekly newspapers.

Located within two miles of the town is the Idaho Industrial Training School, a State institution, with buildings and equipment valued at close to $800,000.00.

HARVESTING SCENES IN THE UPPER SNAKE RIVER VALLEY NEAR ASHTON.

Ashton

"THE Biggest Little Town in the State," Ashton is a growing and prosperous town of about 1,000 inhabitants, lying in the eastern portion of Fremont County, about eighteen miles from St. Anthony, at the junction of the Teton Valley and Yellowstone branches of the O. S. L. Railroad. It is also the division and operating point of the Park division of the Yellowston branch.

Nine years ago Ashton townsite was covered with sagebrush; today Ashton is a thriving business center, modern in every respect.

All lines of business are represented by wideawake business men, and though the youngest organized community in Fremont County, Ashton has, in some respects, become a pacemaker.

The city now has four large grain elevators, two solid banking institutions, good hotel, a $12,000.00 school, municipally owned water system, two churches, many fine residences, weekly newspaper, several general stores, hardware, implement houses, garages, etc. The town lies in the center of a large and very fertile section.

The Outlook for the Future

SINCE the advent of the pioneer, but more particularly in the past ten years, the progress of the reclamation, upbuilding and cultivation of the Upper Snake river valley has been steady, continuous, sure—without boom or artificial and fictitious exploitation of the valley's resources.

Hundreds of thousands of acres have been added to the cultivated area, year by year, and yet, today, the valley is but in the infancy of its progress toward prosperity, wealth and comfort.

One grain buying concern, alone, contemplates the erection of a large elevator at five new towns just being started on the new loop line, in 1915.

The Upper Snake River Valley is, without question, the most prosperous in the west today.

Land prices are not fictitious. They are reasonable and permit of the making of a high per cent of profit on the amount of money invested.

Crops are sure.

The market is assured.

The character of the inhabitants is good.

Its educational system is unsurpassed.

The moral influences are of the highest.

It presents greater opportunities for business enterprise and healthful pleasure, and more of them, than any other section.

In the day of the Pioneer the Upper Snake River Valley was the Land of Promise.

Today it is the Land of Fulfillment.

The dream of the Pioneer has come true.

THREE CUTS SHOWING THE DEVELOPMENT OF THE FRUIT INDUSTRY.

NEWDALE—A New Town with a Big Future

THE town of Newdale, Idaho, was put on the map on December 19th, 1914, and therefore has the honor of being the youngest town in the Gem State. But it bids fair to become one of its heaviest shipping points before a year rolls around. It is located nine miles southeast of St. Anthony, on the new Snake River Belt Line. The track was laid through the townsite on October 20th. The side tracks are completed, as are also the large up-to-date stock yards and the new depot will be ready for use in early spring. This is the most convenient located business town and shipping center for 90,000 acres of most fertile land which is developing very fast, and is very productive.

Not many years ago this entire section was a range for sheep and cattle, where they roamed in a heavy growth of native grass. But it was soon discovered that this soil would produce excellent wheat without irrigation. So this locality is being rapidly transformed into a land of thrifty homes and farms. While grains, potatoes and other crops do very well without irrigation, water is needed for hay and sugar beets, and this has been provided. The Enterprise canal, thirty feet in the bottom, flows through the Newdale Townsite, and supplies the land owners with all the water they wish to use. Besides this, the Canyon Creek canal covers another large area lying to the east. The soil in this district is generally deep and of a volcanic ash composition, and is not in danger of alkali or other crop destroying minerals. In fact, crop failures are unknown here, and with better farming the production of the soil will be greatly increased. It has been found that these bench lands are much freer from frost than the lower parts of the valley, and apples, plums and cherries and other fruits can be successfully grown here. Since the arrival of the railroad numerous contracts to raise sugar beets have been signed up. The price paid for sugar beets is $5.00 per ton delivered on cars, and from fifteen to twenty tons are grown per acre. Seed peas is a crop which does remarkably well here, as high as sixty bushels per acre having been grown. These bring from $2.00 to $3.00 per cwt. Sixty bushels wheat per acre, irrigated, and forty-five bushels, dry farm, have been produced in the vicinity of Newdale. Hay, two cuttings, will often measure up five tons per acre, and it sells for $8.00 per ton. Stock-raising is increasing and is profitable. Being near the mountains, we still have some good range and grazing. The farmers have come to the conclusion that it pays to raise hogs, mutton and beef, and this industry promises wealth to all who engage in it.

This section of the great State of Idaho holds out inducements to the homeseeker that cannot be found elsewhere, but not a nickel has ever been spent to advertise it. With the European war and the opening of the Panama Canal, however, it is evident that all western states will receive many new settlers. And it is to be hoped that some of them will perchance hear of the Newdale country in the Upper Snake River Valley, and will locate here while land is as cheap as it is at present. Those who located here last fall are very well pleased and can readily see the opportunities this locality offers. While thrifty, industrious people succeed everywhere, it is pleasing to know that the reward of one's labor is sure, to live where crops never fail, and where land values are sure to increase.

The Newdale Investment Company has recently been organized by the owners of the townsite. They are reliable and successful men, pioneers in the country and have unbounded faith in the future of this locality. They are selling town lots very reasonable and are doing some substantial building themselves. Some sixty lots have already been sold to prospective residents, and a half-dozen business houses will be established here by May 1st. . Two grain elevators, a lumber yard, a hardware store, a hotel, a livery barn and a garage are also assured. Newdale is the nearest railroad station to the famous Pincock Hot Springs, which are known for their excellent qualities. These are located in a very pretty canyon and are bound to become the finest resort in the Snake River Valley. The owners are making preparations for extensive improvements this spring. The road leading into the canyon will be improved, making it more attractive to autoists. Fishing in Canyon Creek and its tributaries is always good, and a more beautiful place to spend a summer outing than this could not be desired. On the Teton River above Newdale is one of the best power sites known. This is sure to be developed as the whole river can be harnessed very cheaply, and its power sold throughout this growing section. Newdale has telephone connections, and a well is now being driven for the installation of waterworks. From here a trip a day can be made into the forest where the settlers can get free timber. Only two miles from town are extensive bodies of excellent gray sandstone, which is now being hauled down for the erection of business blocks and bungalows. So Newdale has the stone and the timber, the land and the water, the crops and the railroad, and a start of good boosters, all of which go to make a good town. "Watch Newdale Grow."

SCENES NEAR THE NEW TOWN OF NEWDALE.

MILLER BROTHERS CO.

Shippers of GRAIN

Rexburg
Chester

Thornton
Ashton

Sugar City
St. Anthony

Furniture Talks

It speaks volumes for the thrift and comfort of the home, and especially is this true if you make your selection from the exclusive stock of the

CHASE FURNITURE CO.

ST. ANTHONY, IDAHO.

J. C. Penney Co., Inc.

Operating 83 Golden Rule Stores

DRY GOODS; MEN'S, WOMEN'S AND CHILDREN'S FURNISHINGS, CLOTHING AND SHOES.

ST. ANTHONY, IDAHO

ANYTHING FOR THE FARM OR HOMESTEAD

Harness made to order any style desired. See our line before going elsewhere. The largest and best equipped shop in the Snake River Valley.

J. E. RULE & SON

Manufacturers and Dealers in

HARNESS AND LEATHER GOODS.

St. Anthony, Idaho.

P. O. Box 457.

The Western Adjusting Agency

We are professional Claim Adjusters and are prepared to handle any kind of a claim.
Our territory is Southeastern Idaho.
Our home is St. Anthony.

YAGER AUTO LIVERY CO.

WM. D. YAGER, Prop.

Autos for Sale and Hire
Agency for
FORD and KING

Best Department Store
Best Farm Loans
Best Farms for Sale

O. O. SKALET
St. Anthony, Idaho

St. Anthony Building & Mfg. Co.

LIMITED

Eli McEntire, President J. C. Coffin, Secretary G. N. Swartz, General Manager

Yards at St. Anthony, Rexburg, Ashton and Rigby

Wholesale and Retail Building Material. *Manufacturers and Dealers in* Lumber, Lath, Shingles, Flooring, Rustic and Finishing Lumber, Lime and Cement, Hardware, Oils, Glass and Paints

Price, Quality and Service Unexcelled

The St. Anthony Milling and Elevator Co.

Millers, Grain Shippers and Coal Dealers

G. A. FITZPATRICK, Manager

St. Anthony, Idaho

Makers of the Famous

YELLOWSTONE SPECIAL

High Patent Flour

BIG

R

Harvest
King

QUALITY FIRST

REXBURG MILLING CO.

REXBURG, IDAHO

The Beneficial Life
Insurance Company

Stands as a monument to the industry and co-operative effort of the people of the west.

IT NOW HAS

OVER $1,000,000 ASSETS

Over $15,000,000 Insurance in Force

Over $250,000 Surplus to Policyholders

And growing faster every year. The Beneficial is "The Company of Progress."

HOME OFFICE VERMONT BLDG.

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Joseph F. Smith, Pres. Lorenzo N. Stohl, Vice Pres. and Manager.

The F. W. Gardiner Co.

Printers, Binders

Blank Book Makers

218-220 SOUTH WEST TEMPLE ST.

Salt Lake City, Utah

"Here is where we all get in"

The sugar industry is your industry if you live in the west, because the sum of five million dollars was disbursed last year by the Utah-Idaho Sugar Co., and part of this sum found its way to your pocket. The same thing will be true this year. The grand pay roll shows approximately:

Paid for sugar beets	$3,000,000
Paid for labor	700,000
Paid for fuel	300,000
Paid for taxes	150,000
Paid for freights	150,000
Paid for incidentals	700,000
Total	$5,000,000

THE SUGAR BEET CROP PAYS

The sugar beet crop is the most profitable crop the farmer can grow. He knows before he plants how much his crop will bring; he pays for his seed after the crop is harvested; in sixteen years of growing the crop has never failed; it is not injured by frost or blight; it gives healthy, happy employment to his young people and keeps them profitably employed at home. Beets make the land better for other crops.

The Utah or Idaho sugar beet grower is prosperous because he has a safe, profitable crop, a crop that averages a big cash profit per acre, year in and year out. The beet raiser is the mortgage raiser.

The Route the Sugar Money Travels

The immense sum created by the sugar industry—your industry—each year is newly-created wealth. The figures here given represent the expenditures only for the Utah-Idaho Company; expenditures during the same period by the Amalgamated Sugar Company bring the total up to approximately eight million dollars.

The Utah-Idaho Sugar Company has factories at Blackfoot, Idaho Falls, Nampa and Sugar City, Idaho, and Garland, Lehi, Elsinore and Payson, Utah. Other sugar factories are located at Ogden, Layton, Lewiston and Logan, Utah, and Burley, Idaho.

The route the sugar dollar travels covers an empire a thousand miles long. The farmer gets pay for his beets; he pays his grocery bills, his dry goods bills. He liquidates at the hardware and implement dealers', at the bank, and wherever else he has obligations.

Jobbers pass the money along to the manufacturers. The banks have capital to advance for further enterprises and development; the manufacturers have money to continue their improvements, provide pay rolls and an additional market for farm products, and thus the "endless chain" grinds ever onward.

It is stated that only something over half of the sugar consumed in the home territory is of local manufacture. Double the consumption and you double the number of sugar dollars traveling the route which leads through your pocket, as well as your neighbor's.

—IT SHOULD ALSO BE REMEMBERED THAT SUGAR MADE IN UTAH OR IDAHO IS IDENTICAL IN QUALITY WITH FOREIGN-MADE SUGAR. IT CAN BE DISTINGUISHED FROM THE FOREIGN KIND ONLY BY THE LOWER PRICE. EXPERT CHEMISTS CAN FIND NO DIFFERENCE BETWEEN UTAH-IDAHO AND FOREIGN SUGAR. BUY SUGAR MADE AT HOME. IT PAYS.

UTAH-IDAHO SUGAR COMPANY

"THE LITTLE STORE ON THE CORNER"

Fred J. Heath

GENERAL MERCHANDISE

Sugar City, Idaho

Small, but Growing

Hardware and Lumber

are two great factors in the successful upbuilding of a new country. The great Snake River Valley is teeming with undeveloped resources. Where sage brush still linger, wheat will wave. Thousands of comfortable homes will yet be built. Villages will build up, and towns will grow to be cities.

Now, if by our efforts and our long experience, we shall be able to supply you with better goods at lower cost, and thereby aid this country's prosperity, then we shall be contented. We have now one of the best assorted stocks of building material in the valley. Our goods very seldom come back, but our customers always do. Drop in and see us any time.

Sugar City Hardware & Lumber Co.

Fred Schwendiman, Mgr. SUGAR CITY, IDA.

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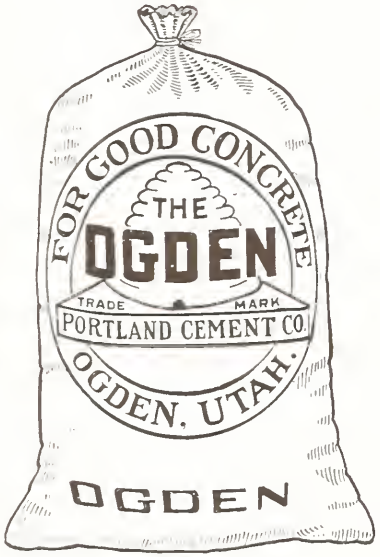
OGDEN BEEHIVE
Portland Cement



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UNITY IN SELLING AND BUYING

Farmers Society of Equity

THE CLEARING HOUSE FOR THE PRODUCE OF 10,000 FARMS, AND THE BUYING OF THEIR SUPPLIES. : :

OUR AIM: "The elimination of all unnecessary middlemen"
Farmers Own Their Own Business Houses
in The Upper Snake River Country at
Rigby, Rexburg, St. Anthony, Ashton

Clearing House, Pocatello, Idaho

Use Wasatch Brand
Guaranteed Underwear
FLANNEL SHIRTS
SWEATER COATS
HOSE, ETC.

UNION KNITTING MILLS CO.
LOGAN, - - UTAH
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From Sweet Highland Pastures
5,000 Feet Above the Sea

THE FIRST NATIONAL BANK
OF ST. ANTHONY, IDAHO

Capital and Surplus $100,000.00

Oldest and largest National Bank in the Upper Snake River Valley. Ample means at all times to supply our customers' legitimate demands.

INVESTMENT SECURITIES

I have at all times for sale, in either small or large amounts, real estate mortgages secured on farms in the heart of the Snake River Valley.

If you have idle or surplus funds, or your investments are not earning you a satisfactory amount, I would be pleased to correspond with you, feeling sure the result will be mutually profitable.

To those who wish to borrow on their farms, I offer prompt service and favorable terms, both as to rate of interest and privilege to pay before maturity.

G. E. BOWERMAN, St. Anthony, Idaho

Three Million Dollars ($3,000,000) Loaned on Farms Without Loss of Any Kind.

Booklet
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Rexburg

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Salt Lake Eng. Co.

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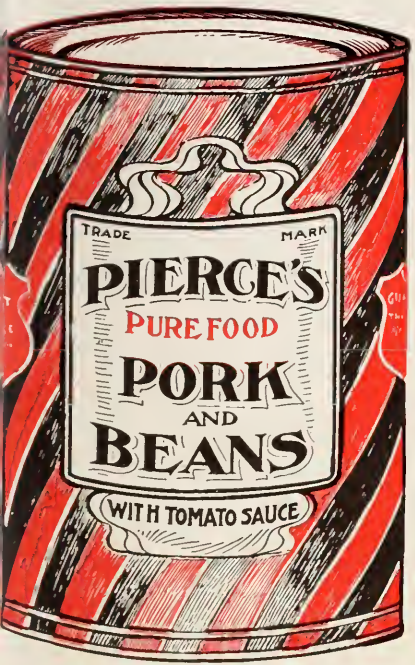
F. W. Gardiner Co.

"Glad Tidings" of Importance

Every canning factory in the State of Utah was subjected to rigid inspection by Pure Food officials during 1914.

The Utah Canning factory, makers of Pork and Beans, Hominy, Sauerkraut, Catsup, Tomatoes and other pure products, all labeled *PIERCE'S*, ranked higher than any other cannery in Utah, with 91.2 credits out of a possible 100. The average for all canneries was 82.1 credits. The State of Utah, therefore, officially endorses the verdict of thousands of particular western housewives that:



"Pierce's are Best"

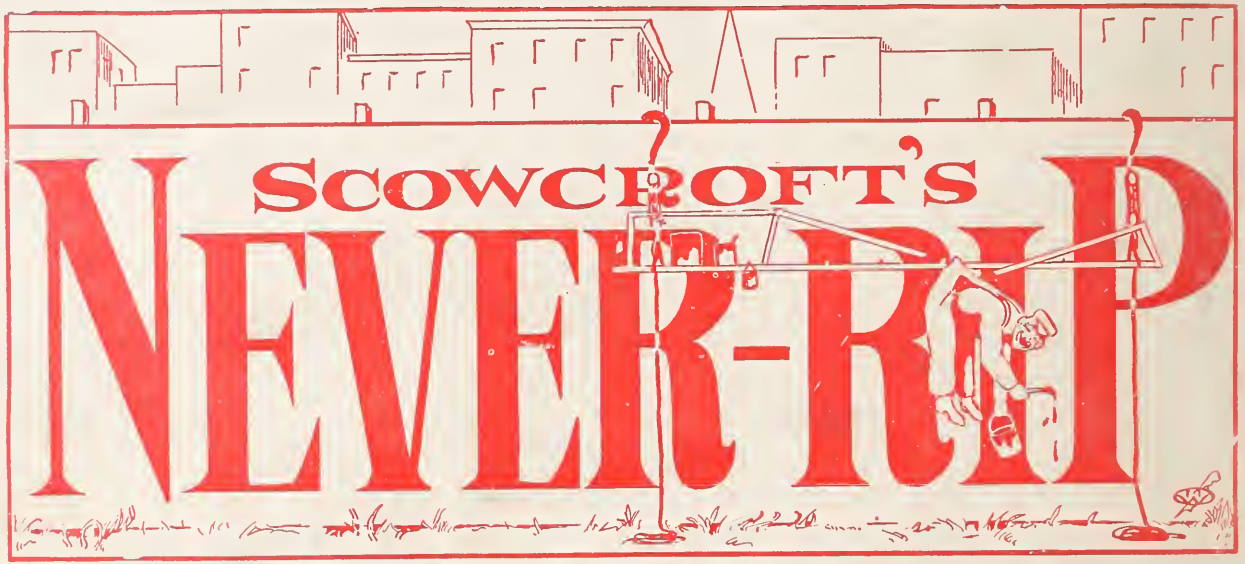
The very appearance of Pierce's Pork and Beans bespeaks their superior quality. They come from the container white, plump and whole. None mashed; none half-baked. Pierce's is a perfect dish. At the grocers the striped can is your protection. Sanitarily packed and everlastingly guaranteed by

The Utah Canning Company

Ogden, Utah

—"the man in the over-alls"

—Is the man of utmost importance to the Great Upper Snake River Valley and to the Great West.
—On his shoulders rests the burden of an empire's development.
—Every day intelligent men of this type find an able, reliable ally; a faithful helper, a friend that never fails in the celebrated work-clothes known by the name—



—"Never-Rip" work-clothes of khaki, corduroy or denim are carefully made from the strongest fabrics.
—They are staunchly guaranteed; they satisfy.
—This is why every day 1,200 men go into stores in the West and ask for "NEVER-RIP" by name.
Manufactured and guaranteed by

JOHN SCOWCROFT & SONS' COMPANY, Ogden, Utah

Also manufacturers and distributers of Knit Goods and the superior "Salus" Extracts, Spices, etc.

THE F. W. GARDINER CO. SALT LAKE